



**For Immediate Release
March 17, 2014**

**THE HUB NETWORK ANNOUNCES BRAND NEW TRANSFORMERS SERIES IN
PRODUCTION NOW FOR 2015**

**Will Friedle, Darren Criss and Constance Zimmer to Star in New Animated Series
by Hasbro Studios**



LOS ANGELES — The [Hub Network](#), champions of family fun and the only network dedicated to providing kids and their families entertainment they can watch together, announced today that a new animated series is currently in production for the globally renowned TRANSFORMERS brand. Set to debut in early 2015, the new action-packed series is being produced by Hasbro Studios, the production and distribution division of Hasbro, Inc., and is executive produced by Jeff Kline (“Transformers Prime,” “G.I. Joe Renegades”).

Taking place years after the battle between Autobots and Decepticons in “Transformers Prime,” this all new series centers around our hero Bumblebee stepping up to lead a brand new team of Autobots. The show features an all-star cast with Will Friedle (“Boy Meets World”) returning as Bumblebee, along with Darren Criss (“Glee”), Constance Zimmer (“House of Cards”) and Ted McGinley (“Married with Children”). Blending 3D

characters with hand-painted environments, the series mixes action-packed adventure with lots of comedy, making it a rip-roaring experience for kids and families to enjoy together.

This is a big year as the TRANSFORMERS brand celebrates its 30th anniversary. The Hub Network will also be celebrating the success of the franchise with special events to be announced later this year.

TRANSFORMERS and all related characters are trademarks of Hasbro and are used with permission. © 2014. Hasbro. All Rights Reserved.

About the Hub Network

The Hub Network is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro Inc., (NASDAQ: HAS) that champions family fun by providing relatable, funny, family friendly entertainment experiences that children and their parents can enjoy together. The cable and satellite television network features original programming as well as content from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years and from leading third-party producers worldwide. The Hub Network's lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at HubNetwork.com. The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in nearly 71 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved. To find the channel in your area, please visit HubNetwork.com and check the channel locator at the top of the page.

Visit the Hub Network on Social Media:

Facebook at [Facebook.com/HubTVNetwork](https://www.facebook.com/HubTVNetwork)

Twitter [@HubTVNetwork](https://twitter.com/HubTVNetwork)

Instagram [@HubTVNetwork](https://www.instagram.com/HubTVNetwork)

YouTube at [YouTube.com/HubTVNetwork](https://www.youtube.com/HubTVNetwork)

Note: For artwork, visit press.discovery.com/us/Hub/

About Hasbro Studios

Hasbro Studios is the Los Angeles-based entertainment division of Hasbro, Inc. (NASDAQ: HAS). The studio is responsible for entertainment brand-driven storytelling for the company across television, film, commercial productions and short-form. It develops, produces and distributes TV shows based on Hasbro's world class brands, including TRANSFORMERS, MY LITTLE PONY, LITTLEST PET SHOP and FAMILY GAME NIGHT. Many of these shows air on Hub Network, a U.S. television network for kids and their families, that is a joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Hasbro Studios shows can also be seen on networks in more than 180 countries globally. Since its formation in 2009, the studio has received seven Daytime Emmy wins and 16 nominations. On the film

side, the studio is developing and producing a number of features based on Hasbro's brands, including TRANSFORMERS 4 (Paramount), G.I. JOE 3 (Paramount) and Ouiji (Universal Pictures). The studio team also oversees the production of commercials that feature Hasbro's brands as well production of short-form content that can be seen on all of the major digital and social media platforms globally.

-- Hub Network --

Press Contact:

Courtney Brown, 818-531-3671, Courtney_Lee_Brown@HubNetwork.com